

Newsletter

_____ Advertising sales have hit the nineteen hundred dollar mark.

Approximately nine hundred of the lucrative landfall came from a contract with Ford cars. Recording profits have reached about 100 dollars. Station members are trying to figure out a way to make Business Manager, Jack Melnick, flunk so that he'll be with WXPB next year.

_____ Piano shows will no longer sound like harpsichord recitals. WXPB has ordered a new piano.

_____ Programming has decided to build up the 7 to 9:30 Friday night spot, working on the theory that a large percentage of students will be in their dorm rooms during this time either preparing for dates or wishing that they had one.

_____ With the introduction of a Sunday afternoon Classical disc jockey show and a popular disc jockey show, "Spins and Needles," broadcasting hours of WXPB have reached 46 hours a week. Including network shows picked up from Temple, the total is 61 hours.

_____ WXPB has a new remote box.

_____ WXPB is expending 150 dollars of the new Ford contract on a station party at one of the hotels. It will be listed in the ledger as Morale Builder.

_____ Penn Mike Club, WXPB honorary society, approved a new constitution.

_____ Heelers (probationary members to the non-initiated) were elevated to full staff membership at the semi-annual Penn Mike Banquet. New members will be given staff cards. They succeeded in completing a rigorous training program. Heelers were obliged to work in either traffic, business, or audience research in addition to one or more departments of their choice. Each heeler put in at least two hours a week "on availability" during which period they could be assigned to any job on the station.

_____ WIPN has added a third turn-table in order to play 45 RPM records.

